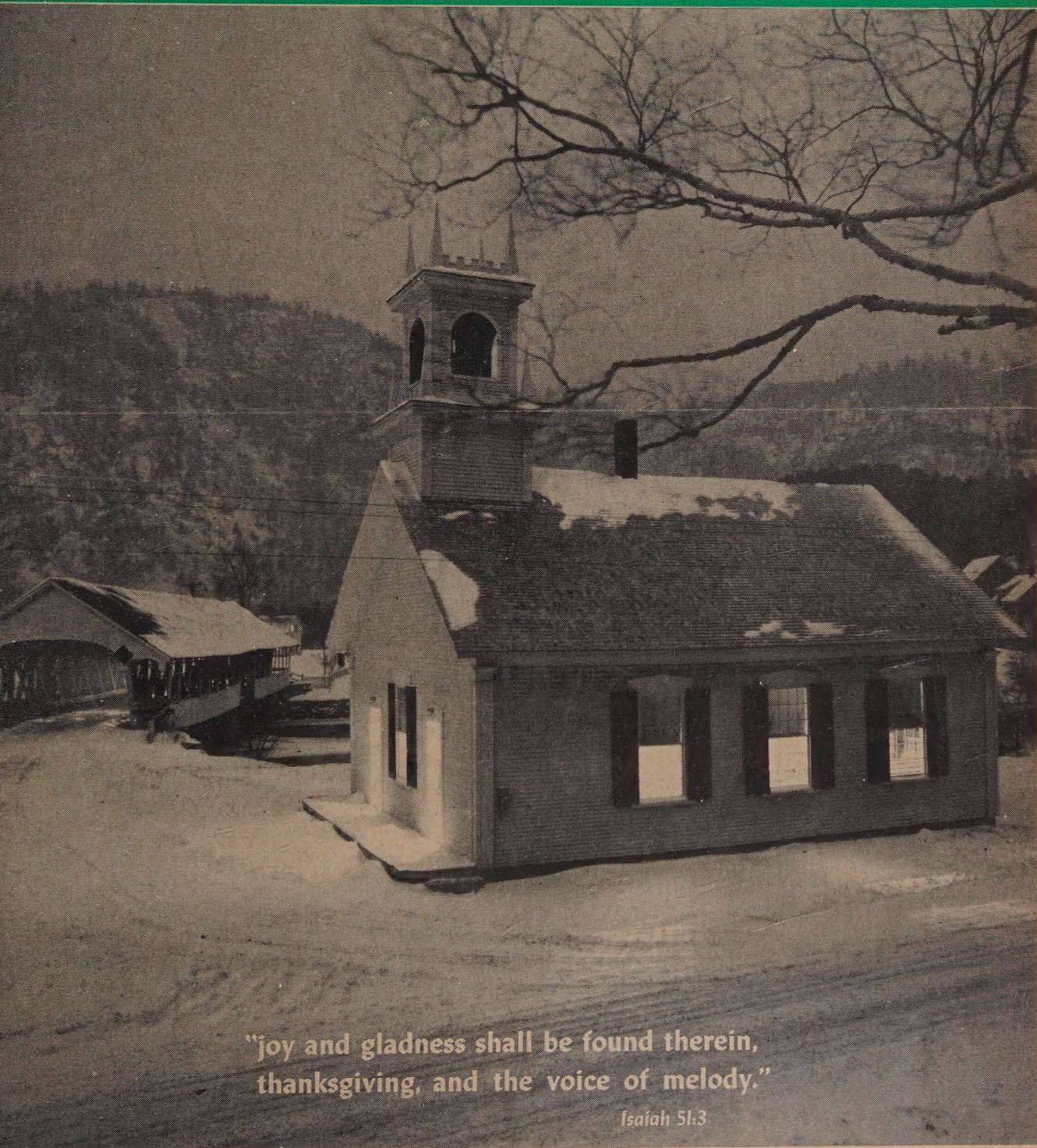


NOVEMBER 1957

Vol. 102, No. 9

 BIBLE
SOCIETY

Record



"joy and gladness shall be found therein,
thanksgiving, and the voice of melody."

Isaiah 51:3

FOCUS ON LATIN AMERICA



THE MEETING of the Council of the United Bible Societies in Brazil during July provided occasion for the holding of a staff conference of Bible Society workers from throughout Latin America. It gave them an opportunity to see their task more clearly in the total world setting and also to share their experiences and sense of urgency with colleagues from other areas of the world.

The following is a digest of the findings report on the task of Scripture distribution in Latin America.

The Problem

Though Latin America has its distinctive characteristics, it is experiencing with many other areas rapid increase in population and literacy, profound social and economic changes, a growing secularism, increasing costs of living and nationalistic tendencies in several countries.

Considering their circumstances as young republics, one may paraphrase the words of the founding fathers of the American Bible Society as they contemplated their own responsibility, and view with grave concern "the disastrous consequences" to these young republics of growing into maturity "without the knowledge of the words of eternal life." The church in Latin America and the Bible Society are now at a place of critical significance as they face their present task.

The Present Situation

The evangelical church today in Latin America is forty times as large as it was forty years ago.

The growth of the evangelical church has paralleled the increase in Scripture circulation. Indeed,

the growth of the church and the growth of Scripture circulation may truly be said to be mutually explanatory, one accounting for the other. The Scriptures and their use pervade the entire life of the church in Latin America today. Members bring their own Bibles to all church gatherings. The Scriptures form the basis of the preaching and teaching ministry. They are used to an increasing extent in evangelism and, by means of various kinds of distribution programs, in extending the influence of the church and the knowledge of the Gospel into the community and unevangelized areas. The demand for Scriptures is becoming so great that the present supply in many countries is inadequate to meet all needs.

The Bible Societies and the Church

The evangelical church is now firmly rooted in the life and the culture of Latin America. It is developing in many respects its own distinctive interpretation and mode of expression of the evangelical Christian faith. The Bible Society Agencies in Latin America are therefore especially concerned that their organization and service be truly expressive of the life of the Latin American church. This concern manifests itself in several ways. There is a search for a closer and more mutually helpful cooperation with the churches in their work of distributing the Scriptures. There is a growing awareness that the communication of the Gospel, whether by proclamation or by distribution of the printed word, is primarily the church's task. In the past the church in Latin America has been too weak to

(Continued on page 138)

Bible Society Record

A JOURNAL DEDICATED TO THE WIDER DISTRIBUTION AND USE OF THE
HOLY SCRIPTURES

VOLUME 102

NOVEMBER · 1957

NUMBER 9

Editorial

"STRENGTH AND BEAUTY ARE IN HIS SANCTUARY"—Psalms 96:6

HERE IS the Bible's word for the "Religion in American Life" program in November: "Find the strength for your life—worship together this week."

The Ancient Spiritual heritage of American religious life has, indeed, an historical spiritual pedigree in the Bible. In the early history of the Patriarchs it tells how Isaac did three things: pitched his tent, dug his well, built his altar. In other words, he built a home, he met his economic needs, he satisfied his spiritual longings. This is the trilogy on which the strength of American life rests.

In the early days the love of adventure brought some to America, the love and desire for freedom brought others and new trade advantages still others. The majority, however, came to find a new life, to establish homes, build schools and churches so that they might worship God according to the dictates of their consciences. With them always moved their Bibles and the circuit riders who preached graphically and bluntly the Word of the Lord. Like Isaac of old these people built their meeting houses of worship and praise and held revival meetings in tents on the

open field. There they found the strength of their life as they read the words of the prophet, "Behold, I will do a new thing—I will even make a way in the wilderness."

In spite of this heritage and an outstanding religious growth today, there is still a deep yearning for greater faith. It is estimated that there are some twenty-seven million people in America—youth and adults—who have no connection with any religious body. Annually this number grows with the population. Can Scripture circulation move fast enough to overtake these Bibleless millions?

As never before, the Bible's timeless message of assurance calls America to worship, to comradeship, to fellowships of memory and hope to think about life and God and His armor of strength—truth, righteousness, the gospel of peace, the shield of faith and the helmet of salvation.

"Religion in American Life" says: "Find the strength for your life"; the American Bible Society says, "Read the Book that gives you that strength."

—J.Z.N.



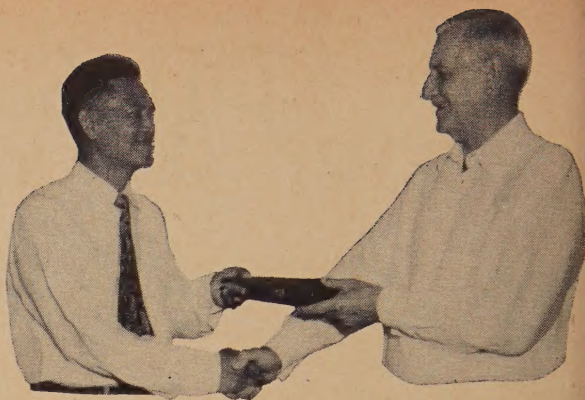
New Faces in the Philippines

A HISTORIC DATE in the American Bible Society was recorded on June 5, 1957. On this date the first Filipino Agency Secretary was installed in a simple ceremony in the presence of members of the Advisory Council of the Bible Society and members of the Agency staff.

Rev. Angel B. Taglucop, an ordained minister from Agusan, Mindanao, was appointed by the Board of Managers of the American Bible Society as the first Filipino Agency Secretary. His appointment took effect on June 1, 1957 after his serving as Associate Secretary for more than one year. At the same time the Rev. Walter Groesbeck of the Free Methodist Church became Assistant Secretary. An impressive ceremony was held in Manila. The litany of consecration was read by Dr. John B. Holt, Chairman of the Executive Committee of the Advisory Council, and Secretaries Taglucop and Groesbeck dedicated themselves to their new duties.

Mr. Taglucop succeeds Dr. W. Harry Fonger, who has served as Agency Secretary for the last twenty-three years, Dr. and Mrs. Fonger have been called Mr. and Mrs. Protestant of the Philippines. On June 29 one hundred sixty guests representing more than a score of church groups and church organizations in the Philippines paid tribute to Dr. and Mrs. Fonger. The occasion was high-lighted by the presentation of a recognition plaque by the Advisory Council of the Philippine Bible House to Dr. and Mrs. Fonger "in appreciation of twenty-three years of Bible ministry through the American Bible Society to the Filipino Church and People."

The Fongers left Manila last July for the United States, where they will retire. During Dr. Fonger's term of office they saw the Bible House expand its plant and its sales until, as they passed the torch to younger and Filipino hands, there arose two buildings at the Agency, one for offices and shops and the other



Rev. Angel B. Taglucop, newly installed General Secretary of the Philippine Bible House, receives a Bible from Dr. W. H. Fonger, retiring Secretary

for residence. Sale and distribution rose from 87,727 in 1934, when they began, to 190,072 in 1956 as they retired.

Dr. Fonger also saw the change in title from the Philippine Agency of the American Bible Society to the Philippine Bible House. This is the first step toward making the work completely indigenous. It is his dream that in the not too distant future this will become the Philippine Bible Society. In fact, the Advisory Council has already registered its eagerness to work toward this end. There are now 300 members of the Philippine Bible House. They are the nucleus of the membership of the Philippine Bible Society.

Another new phase of the work in the Philippines is the Bible van furnished by the special gifts of the Disciples of Christ in the U. S. A. This project is now under the supervision of the Rev. Samuel Raterta of Surigao. He speaks English, Cebuano and some Tagalog. He is a minister of the United Church of Christ in the Philippines and was the member of the evangelist team of his Conference in charge of the audio-visual equipment. He was chosen for this work because of his great evangelistic zeal. His companion will be Mr. Daniel Cinco of Bituan City, Mindanao, who will be the driver-mechanic for the Bible van. He, too, is a member of the United Church of Christ, an elder and the financial secretary of his local church. He was an experienced driver for the Nasipit Lumber Company and will be an important companion to evangelist Raterta. They will serve on the Island of Mindanao.

A trial run of the van was made to the southern towns of Luzon. The van contains Scriptures and audio-visual equipment and is handsomely lettered on the outside with the words "Philippine Bible House" and the names of eleven of the languages in which Bibles, Testaments and Portions are being distributed.

The Word of God has power to change lives. The hundreds of thousands of Gospels distributed by the Philippine Bible House will bring results. How appropriate it is to give thanks to Him who is the source of the Gospel message, believing that He will bless the Word as it continues to go forth!



The new Bible van for Mindanao colportage with its supply of Bibles and audio-visual equipment at dedication ceremonies

"GOD SPEAKS"

"GOD must speak to men. Despite the barriers of language and dialect which separate nation from nation, tribe from tribe, God must speak to men!

"This conviction has long inspired the American Bible Society in its stupendous task—to translate God's Word into every tongue; to place the Bible in every hand.

"In 1,100 tongues God has now spoken to men through inspired Scripture. In marble cathedrals and mud huts the same timeless truths are read, heard, taught and discussed in words men know. And millions of Bibles, Testaments and Portions of Scripture are being placed in eager hands.

"This is our triumph and our continuing challenge—the countless Christians who individually and through our churches make possible the work of the American Bible Society. Thank God! Carry on!"

THE above editorial will appear in over 950 daily and weekly newspapers from coast to coast. It is part of the "Support the Church" series first produced in 1944 as an enticing new type of religious feature. Its aim was to prepare for the newspapers of America a religious page that compared favorably, editorially and artistically, with the finest in national advertising. Human-interest illustrations and brief, compelling copy were used to create a page that appealed to all newspaper readers. Here was a way to reach America's unchurched millions.

Each advertisement consists generally of a parable-like message, beautifully illustrated, and includes a selection of daily Bible readings appropriate to the text which are chosen by the American Bible Society. The series has been the recipient of three awards from the Freedom Foundation, the last honor being the top advertising award in the spiritual values category.

This is just one of the many newspaper and magazine articles that will tell the story of the Worldwide Bible Reading Program of the American Bible Society. In expressing appreciation and thanks to the Keister Advertising Agency, the founder and sponsor of this series, the Society includes the thousands of editors, columnists, radio and television commentators and "disc jockeys" for their help in encouraging Bible reading.

Dr. Eugene Nida, Secretary for Translations, has said that the

BIBLE SOCIETY RECORD

NOW IN 1,100 tongues

NOVEMBER

28 Thanksgiving . Micah	6:6-8
29 Psalms	90:1-17
30 Psalms	103:1-22

DECEMBER

1 Advent	
# Sunday . . . Romans	13:7-14
2 James	1:1-27
3 Genesis	1:1-31
4 Psalms	8:1-9
5 Psalms	139:1-24
6 Matthew	20:17-29
7 Ephesians	4:1-32
8 Universal	
Bible Sunday . Exodus	20:1-17
9 Matthew	22:15-40
10 Romans	8:14-39
11 1 Corinthians	13:1-13
12 1 John	4:1-21
13 Matthew	5:1-26
14 Matthew	5:27-48
15 Sunday . . . Matthew	6:1-18
16 Matthew	6:19-34
17 Matthew	7:1-29
18 John	3:1-17
19 Titus	2:1-15
20 Isaiah	11:1-9
21 Isaiah	53:1-12
22 Sunday . . . John	1:1-18
23 Hebrews	1:1-14
24 Matthew	1:18-25
25 Christmas . . . Matthew	2:1-12

For those who want to continue reading the Bible the last six days of the year, these passages are recommended:

26 Matthew	2:13-23
27 Acts	7:51-60
28 Matthew	23:1-22
29 Sunday . . . Matthew	23:23-39
30 Psalms	19:1-14
31 Psalms	91:1-16

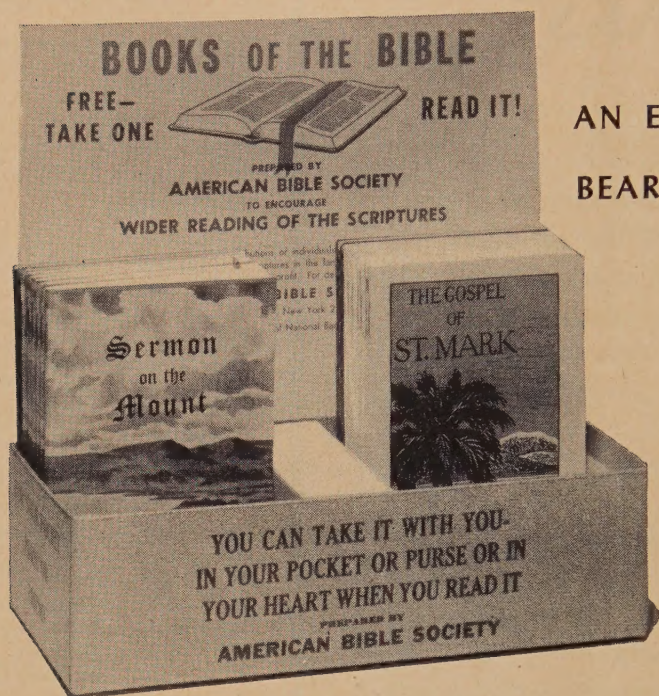
Will you make Bible reading a daily practice? Ask your minister for lists, write your church headquarters or request our "Daily Bible Readings 1958" (U-139) from the

AMERICAN BIBLE SOCIETY
(Dept. U)
450 Park Ave., New York 22, N.Y.

true Bible translator follows closely in the tradition of Philip and Andrew, who led the inquiring Greeks to the Master in response to their request "We would see Jesus."

The Bible Society follows in that same tradition, to present Jesus by the written Word, that by reading it men may have faith in the Living Word.

The Wayside Gospel Dispenser



AN EFFECTIVE MEANS OF
BEARING THE CHRISTIAN WITNESS
TO THE UNCHURCHED

“Do you have some kind of display holder which we can use for distributing your Gospels and other Scripture Portions in public places?” Again and again this question has come to the Society’s District offices from individuals and organizations who want to make the Gospel available to non-churchgoers in bus, train and plane terminals, in the waiting rooms of hospitals, on store counters and in other public places. The most recent attractive dispenser produced by the Society is the one shown on this page, which was developed by Secretary McElroy of Richmond, Virginia, for the South Atlantic District and which is now available to anyone through all the Society’s District offices. When Secretary McElroy offered these dispensers to stimulate evangelistic spread of Gospel Portions, his first response came from a plumbing and heating contractor, who ordered 2,600 Portions and ten dispensers. He repeated this order in two weeks, reporting good cooperation in his placing the holders in stores and other places visited by the public. Among other things he furnished one of the dispensers to the dietitian of the local hospital, who requested also 150 Portions each week for the patients’ trays.

“ONE church through its youth department placed six of the dispensers and reports that the young people’s enthusiasm grows with each new dispenser that is placed and kept filled by them and with each request to refill them. Attractive, substantial and inexpensive, this Wayside-Gospel “silent distributor” provides churches and church groups with a tool for

carrying the Gospel to the unchurched. They have their place in church vestibules, of course, but they do their best work in other public places.

MANY people outside the church hold the Bible in high respect and are often curious to know what is in the Good Book. Few, however, would be likely to read so large and seemingly complex a volume as the whole Bible. They are far more likely to read a small part of it if it is presented in an attractive way. A Gospel Portion thus distributed may become an effective part of the church’s witness. It contains the church’s message, and making it available indicates the church’s interest in those outside its fold. The church’s use of these little dispensers is one way of obeying Our Lord when He said, “Ye shall be witnesses unto me.”

EVERY American community has some people who do not go to church and do not know the Bible. The Wayside Gospel Dispenser is proving itself an effective way of reaching such people. Why not try one or more of them in your locality? The American Bible Society supplies them from its District offices for 50 cents, postpaid. The New Testament Portions in the King James Version (ask for series B530) cost \$2.50 per hundred, postpaid, and in the Revised Standard Version (series RS530) \$3.50 per hundred. It is recommended that those Portions which are printed in the larger type be used in the Dispensers. These are the Sermon on the Mount, the Gospel of Mark, the Gospel of John, the Epistle to the Romans and other volumes containing the shorter Epistles.

Good News in Ghana

The Reverend P. Kwei Dagadu, Executive Secretary of the National Christian Council of Ghana, visited the American Bible Society's offices in New York on August 21. Mr. Dagadu had been attending the triennial meeting of the United Bible Societies Council in Rio de Janeiro and was en route to London for conferences with colleagues in the British and Foreign Bible Society, who administer the work in Ghana. While at the Bible House Mr. Dagadu addressed members of the staff and told them about the unusual ministry which he and his wife are rendering for the Bible cause in Accra capital of Ghana. Mr. Dagadu's story follows:

IT WAS a stifling summer day in the equatorial city of Accra. The market was teeming with hundreds of sweltering people who had come to buy and sell. The odors of fresh bread, dried fish and ripe fruit could be detected everywhere. Bolts of colorful cloth and articles of hand embroidery added lustre to the scene.

At high noon, almost as if by signal, the buying and selling ceased. The shoppers made their way to their homes for lunch and rest. The merchants, mostly women, sat in small groups eating their food and relaxing in the shade of the market stalls. When I saw them sitting idle, I went up to one group and said "Wouldn't you like to read some good news while you rest?" They replied at once that they would be delighted if it were in their own language—Ga. I didn't have anything with me at the time, but I reported the incident to my wife that evening, and she agreed to take copies of St. Mark in Ga to the market. The Gospel was introduced to the women, and as they found the reading of it a useful way of spending their time, they bought copies. The supply increased and the distribution grew; and gradually the news spread that the Gospel of Mark was on sale at one shilling per copy in the Ga language. The women flocked around my wife as she held her basket, and the Gospels sold like hot cakes. After this experience Mrs. Dagadu accepted the proposal of the Bible Society that she become a part-time colporteur. Supplies of the New Testament, the complete Bible and Gospels were sent to her, and gradually she has built up a distributing agency in her home.

She takes the Bible and New Testament to government offices, ministries, firms, meetings and places of amusement. She speaks about the work of the Bible Society and its efforts to produce the Bible in many languages, and especially the subsidy it offers to keep the price of the Bible within the means of the masses.

Some of the women who bought the Gospel of

Mark said that it had given them a fuller yet more concise account of the story of Christ than they had hitherto been able to gather from the whole Bible. In fact, they were at a loss to know where to begin with the Bible, but with Mark the story of Jesus is direct.

They thank God that the Bible had been brought to them and appreciate the efforts of the Bible Society in considering their need and arranging for someone to take it to them.



Religious News Service

The Reverend P. Kwei Dagadu

“I AM READING your story of Jesus with great pleasure. I can hardly wait to see how it is going to turn out.”

This, in effect, was the startling comment of an American reader to a syndicated account of the “Good News” of the New Testament in the daily newspapers.

Such surprising reactions always help the American Bible Society keep the proper focus on its one basic function—to bring the Scriptures to humanity. Its one endeavor is to see that the person without the Book has a chance to have it; that he is persuaded to make it *his* book for what it may mean in new life for him, for America, for the world, for God’s Kingdom.

Wherever that happens—in the back streets of an American city, in the hogan of a Navajo family, in a remote cabin, in a trailer camp, in a penitentiary, on a hospital tray Christmas morning, in a migrant camp or through the “Wayside Gospel pulpit” in a busy bus or railroad station or anywhere else—there the main business of the Society is being done. That contact, and making it widespread, is the Society’s reason for existence.

To accomplish this task from the Atlantic to the Pacific and from the Great Lakes to the Rio Grande, a team of fifteen District and Division Secretaries under the leadership of Secretary Ellingson at the Bible House in New York serve the country and the Protestant churches as specialists in methods of Scripture distribution. These are they who are working at the grass roots, the growing edge of the religious life and faith of America. Their strategic locations are like spiritual supply depots to serve the Scripture needs of the churches in evangelism, education, missionary outreach and social action.

The local church therefore becomes the most



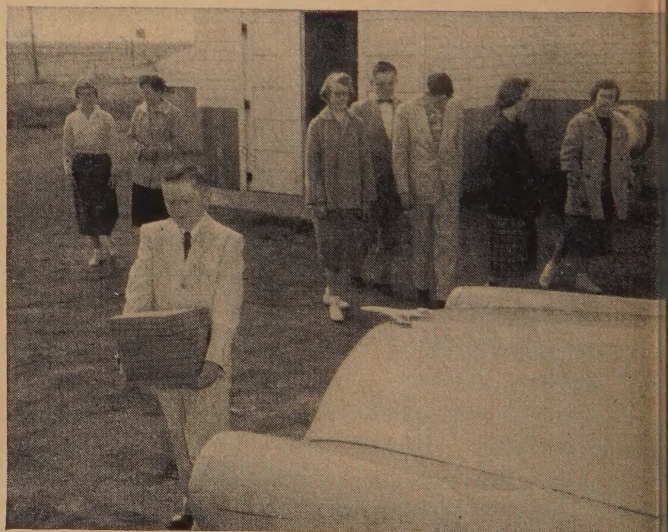
Mr. and Mrs. Fred Schulz, with the Micro Bus Camper, are popu

strategic agent for the distribution of the “Good News” in the twentieth-century American scene. At its door are the unreached, one out of ten still possessing no Bible, millions of whom are hungry for spiritual help and are searching for the strength of their life.

The records of the Bible Society are full of hundreds of examples of how it seeks to bring the Word of God to every area of America. Four recent examples, however, will suffice.



Instructions in visitation



Leaving the church on a mission

or America



Trailer camps in California, carrying the Scriptures to unchurched people

Case in point: Youth group distributes the Scriptures.

Subject: Tell and sell.

Two Luther Leagues of the Lutheran Free Church embarked on a "pilot project" of distribution of *The Good News*, the new Illustrated New Testament of the American Bible Society. These young people, after a careful Bible-camp training session with emphasis on the opportunity of witnessing, went out among the members of the congregation and the

unchurched of their rural communities. Thousands of the pictorial New Testaments have been presented to people with Christian witness from these young people. The youth received no commission of any kind, nor did their organization. They simply wanted to "tell and sell" the "Good News."

Case in point: Scripture distribution in trailer camps.

Subject: The "sower" on wheels.

The census report states that one in five Americans move each year. One of the vast areas of this moving population is the trailer camp. Realizing that the trailer camps and courts on the West Coast are often overlooked and neglected, the American Bible Society, working through and in complete cooperation with the ministers and local churches, has devised a plan to reach the trailer dwellers with the Word of God.

A Volkswagen Micro Bus Camper has been purchased. This bus, while small, is completely equipped with living quarters for two people. In addition to the housekeeping equipment, a movie projector, screen and Bible exhibit have been included.

Early this summer Mr. and Mrs. Fred Schulz, a young seminary couple, were appointed to carry on this work in the trailer camps of California. A full report of this important project is not available at this writing. They spent from three to four days in each camp, calling from trailer to trailer and showing the film "Our Bible—How It Came to Us." As a new experiment to bring the Word of Life to people where they are, it required zeal and passion for the distribution of the Holy Scriptures, as well as initiative and creative ability.

Case in point: House-to-house distribution.

Subject: Old missionaries never die.

(Continued on next page)



Telling the story



Sharing the experience

bear a great part of this task without foreign aid and direction. The churches are now, however, more mature, more able, and can from their own ranks provide capable leadership. From their own resources they can and should provide a greater measure of financial support for the work of Scripture distribution. To this end ways must be discovered of helping the churches to recognize the work of the Bible Societies as their responsibility.

The Task Ahead

Several aspects of the task require immediate and urgent attention.

a. First and most important is the need to provide an adequate supply of Scriptures of all types to keep pace with the expanding needs of a rapidly growing church.

b. In order for the Bible Societies to provide the greatest measure of help to the churches in their work of Scripture distribution, and also to provide for an orderly transition to national Scripture-distribution leadership, a program of training of Bible Society personnel has been set up in the "Francisco G. Penzotti Institute," located in Mexico. Three young men have already completed the nine-months course of specialized training.

They have now returned to their countries—Cuba, Mexico and Argentina, respectively—and are actively engaged in assisting the Agency Secretaries in stimulating and guiding the laymen of the churches in a wider and more effective distribution and use of the Scriptures.

c. If the churches are to understand the work of the Bible Societies and are to support it according to their means and ability, the work and their responsibility must be interpreted to them in terms

they best comprehend. It is important that they be informed not only about their local Agency Bible Society but also about the world service of the United Bible Societies.

d. The Scriptures must be offered in the best translations. Two kinds of translation work are now in process or under consideration. One is the revision of the historic standard versions which have come to be central to the spiritual culture and life of the churches. The other is translation of the Scriptures into the several hundred languages and dialects spoken by Indian communities of varying sizes throughout Latin America.

The Challenge

We see Latin America and also Asia and Africa today as aptly described by the hymn writer: "nations in commotion, prepared for Zion's war." The battle will not wait for tomorrow; it is upon us now. Our colleagues in Asia, gathered for a staff conference at Bandung, Indonesia in September, 1956, saw the same needs and opportunities and sensed the same urgency that we have seen and felt. Their vision was not limited to any nation or area. We, too, refuse to be blinded by boundaries. The whole world needs more Scriptures. It needs more and better services from all Bible Societies. We would challenge all Bible Societies and the churches and individuals who provide support and personnel to do more, to do enough, and to do it now. We ask not for Latin America alone, but we do ask for Latin America that there be no tarrying in supplying the great need. An ounce of investment now in Latin America will, in God's good providence, yield pounds of returns for Christian world missions as the wider distribution of the Scriptures tomorrow.

"GOOD NEWS" FOR AMERICA *(Continued from page 137)*

The Rev. John Y. Crothers, retired Korean Missionary, now Minister of Visitation in the First Presbyterian Church, Monrovia, California, gives each family called on a copy of an Illustrated Portion of the New Testament. So far he has given 54 copies, and 181 copies have been sold. One lady was so pleased with her copy that she decided to send out these Illustrated Portions instead of cards next Christmas. Why not? Matthew and Luke have the Christmas story, and none of the New Testament would have been written, had it not been for the first Christmas.

Case in point: Library distribution.

Subject: Bookmobiles.

In ninety-seven Kentucky counties 104 Bookmobile units carry the Bible and Illustrated Portions.

Two years ago the Society donated 100 Bibles and 1,000 Illustrated Gospels of St. Luke. The latest report shows over 250,000 volumes loaned during the year. Miss Jean Porter, Director of the Library Extension Service, reports that a full donation is made when a Bible is treasured and no funds are available for purchase at cost price.

These are only four of the fascinating stories of what is involved in bringing the Scriptures to over a hundred and sixty-five million Americans. If the story of the worldwide need for translation and distribution of the Scriptures can reach the ears and the eyes of the great body of Christians in America, not only will well-needed support for the cause be found, but more widespread use of the Bible among them will result.

Stories in Pictures . . .



GETTING RECOGNITION: Secretary North presents General Secretary P. Mahanty of the Bible Society of India and Ceylon with a certificate of Honorary Life Membership in the A.B.S.



EGYPT: Colportage distribution has doubled since this conference of the Egyptian staff in Cairo in March. Agency assets, sequestered at the time of the Suez crisis, have been released. Local publication and distribution have been restored to normal.



GOOD MEDICINE: Convalescing patients on their hard bamboo pallet beds at the Chiang Hua Christian Hospital in Formosa read Gospels which Mr. Wau, a theological student colporteur, has persuaded them to take.



HE MAKES HIS SPARE TIME COUNT: This Christian cobbler, who works on the street called Chong No near the new Bible House in Seoul, Korea, reads his Bible between the repair jobs he does for the people who pass by.

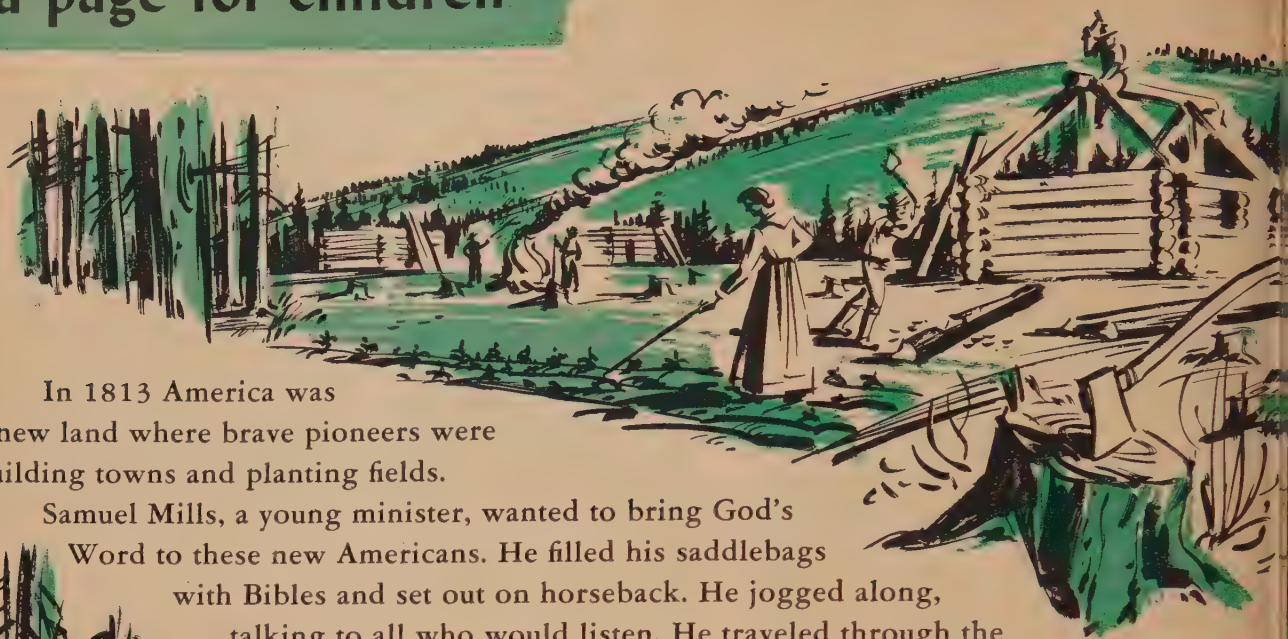


PROFITABLE ADVERTISING: Bible Sunday posters displayed on the front of the streetcars of Beirut, Lebanon cost the Society's Subagency less than eight dollars a month. These posters in Arabic, printed in four colors, were sold for five cents each.



DANISH STUDENT COLPORTEURS: Baptist theological students at the end of a vacation colportage campaign on the Island of Sjælland, where 3,000 homes were visited. Five hundred Illustrated Luke and some Bibles were sold. Gospels of John were provided for use in the Sunday schools.

a page for children



In 1813 America was a new land where brave pioneers were building towns and planting fields.

Samuel Mills, a young minister, wanted to bring God's Word to these new Americans. He filled his saddlebags

with Bibles and set out on horseback. He jogged along,

talking to all who would listen. He traveled through the

dark forests of Ohio and Kentucky, Tennessee and Mississippi. When he

came to a farm, he might spend the night, and if the farmer

had no Bible, he left one with him. He met many

Indians who helped him on his journey. He was

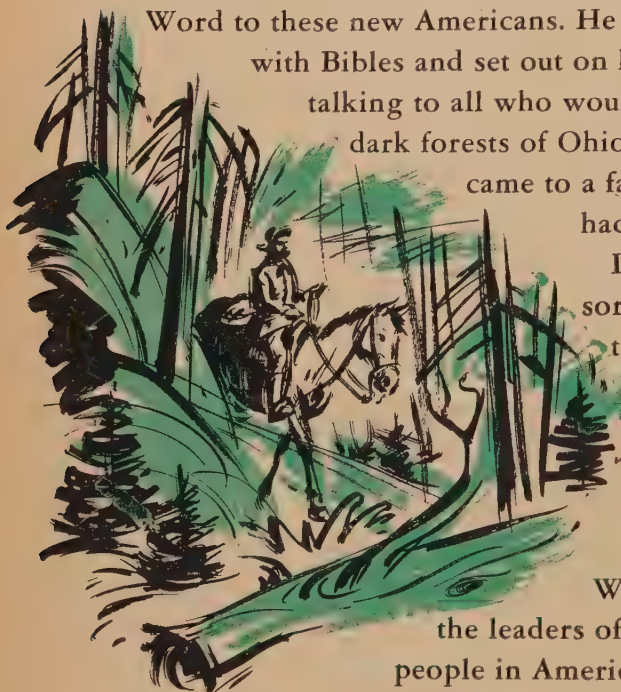
sorry that he had no Bibles in their languages to give

them. Soldiers in the forts along the way wanted

Bibles too. In New Orleans he found people

needed Bibles in Spanish and French as well as

English. Everywhere people wanted Bibles.



When Samuel Mills returned to New York, he talked to the leaders of different churches. He told them about all the people in America who wanted Bibles. Why couldn't there

be a society, Mills asked, that would help give Bibles

to everyone who wanted one? Finally, in

May 1816 a group of Christians

from different churches and different

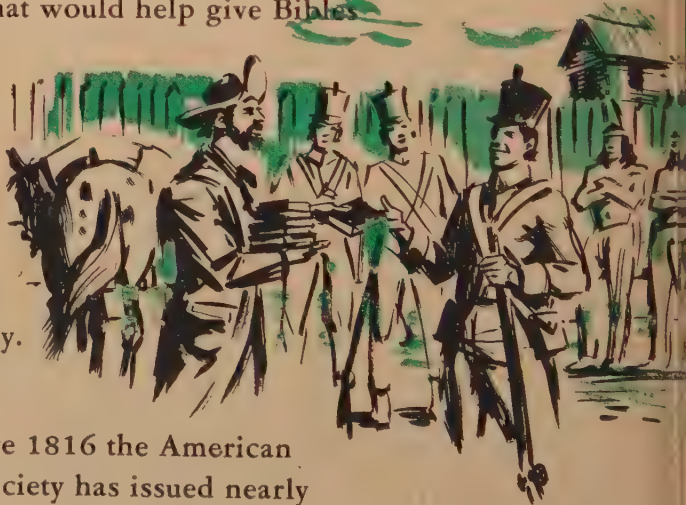
states met in New York City to talk

about the need for Bibles.

Samuel Mill's heart was full of

joy and thanks, because the men

were planning the American Bible Society.



Since 1816 the American Bible Society has issued nearly

half a billion Scriptures in more than 300 languages to farmers, Indians, soldiers—whoever has needed

them at home and abroad—carrying on the

work Samuel Mills helped to begin.



y-Lines on the Bible

Missionary Samuel Schmitthenner of the United Lutheran Church Mission in India relates a story how one Bible reached several generations. "One of our Bible colporteurs showed me a very old Telugu Bible, which, he said, had been in his family for several generations. His grandfather had worked as a carpenter on the Godavari Irrigation Dam. Sir Arthur Cotton, the engineer and builder, took a special liking to him and often talked to him and other interested workmen about the Bible. When the project was finished, the engineer presented Telugu Bibles to the carpenter and some of his interested friends.

"The carpenter kept his Bible and read it often. When he died, it was passed on to his son. Another generation grew up hearing and reading the Word of God. The grandson of the old carpenter in time inherited the Bible. As he grew up, faith was born and grew in his heart. After some months of instruction by a catechist he and his family were baptized. After ninety years the bread cast on the waters returned.

"Abbai Garu, the new convert, is showing his love and gratefulness for God's Word by touring throughout the district selling Scriptures. Last year in our low-literate area he sold 45 Bibles, 60 New Testaments and over 400 Gospel Portions."

Never mentioned in the news dispatches from Japan is a well-organized and continuous program of Scripture colportage that goes on in the outlying areas of Japan. With the Bible recently published in the common or Kogotai form of the language and among a people who are almost wholly literate, this program has far-reaching significance.

Among the areas recently covered was one heretofore omitted because it was regarded as too difficult to undertake. Two men, Mr. Seien Onozawa and Mr. Tsutomu Shindo, were specially trained to visit this area. In its rugged mountains they often could reach no more than ten

houses a day. Their shoes were worn through, and they were molested by wild dogs who sometimes bit them. But they did a great work among people who knew nothing of the Gospel and were delighted to learn of it. One day in February a newspaper in the area published a letter from one of these mountain people. He was a charcoal maker who was so moved by the Gospel he had purchased that he collected 900 yen, enough to buy 30 New Testaments for the people of his village,

BIBLE SOCIETY RECORD

who wanted more of the Scriptures after reading the Gospels.

On September 17, 1957 the city of Catskill, New York celebrated the anniversary of a visit there on that day in 1824 by General Lafayette, who had just left New York City on a nationwide triumphal tour of the country whose freedom he had helped to win. Catskill's celebration was a part of a national observance of the two-hundredth anniversary of General Lafayette's birth.

The event is of especial interest to readers of the *Bible Society Record* because of the special type of recognition given to the general at Catskill. The town decided upon "a novel and important compliment to General Lafayette . . . to make him a Life Director of the American Bible Society." For this purpose, so the local record reads, it was "necessary to raise \$150, which we exult to say was done in a very short time."



The Catskill Recorder of September 24, 1824 preserves the remarks made by the young man appointed to present the certificate. They were long and grandiloquent but contained the following significant words . . . "We are aware that the enlightening, civilizing and ameliorating influences of the Bible are the strongest and most efficient means of maintaining the glorious advantages we enjoy."

Under the auspices of the Eastern Division of the National Association of Manufacturers, the Society's librarian, Miss Margaret T. Hills, was recently interviewed about her work. Heard on thirty stations in the northeastern section of the country, Miss Hills not only told about the Society's basic purpose and processes of aiding translators, publishing and distributing the Scriptures without note or comment, but also revealed how many people call the Society about the location of various Bible passages.

One question frequently asked is why our King James Bible presents certain words in italics. Miss Hills explained that these represent words which are not found in the Hebrew or Greek texts but are necessary to add to make the sense intelligible in English.

What amazed her interviewer the most, and probably many of the listeners, was Miss Hills' statement that some part of the Scripture appears in a new language at the rate of about ten to fifteen each year, and that the total number of languages now having at least a whole book of the Bible is 1,109.



Announcements . . .

Bible Society Record

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A Journal Dedicated to the Wider Distribution and Use of the Holy Scriptures

Editors: THE SECRETARIES

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September Meeting of the Board

A meeting of the Board of Managers of the American Bible Society was held at the Bible House, 450 Park Avenue, New York 22, on Thursday, September 5, 1957, at 3:30 p.m. On request Mr. Carl E. Holmes took the Chair.

Devotional exercises were conducted by Mr. John Binns. The Board learned with deep regret of the death of Mr. Orville A. Sardeson, and the following Memorial Minute was adopted by a rising vote:

Orville A. Sardeson

The Board of Managers records with sorrow the death on August 19, 1957 of Orville A. Sardeson, a member of the Board since March 1944. For all of the period of his service he was a member of the Committee on Publication.

Mr. Sardeson, who was seventy-one years of age, was one of those faithful, active and wise laymen who both witness for Christ in the conduct of their business and at the same time contribute to the enterprises of the church strength and guidance. He had spent many years as a manufacturer of clothing. He was formerly a director of the Chicago Lutheran Seminary and was for twelve years on the Pension Board of the United Lutheran Church. He was a member of Holy Trinity Lutheran Church in New York City.

The Board and staff are grateful for his warm and loyal interest in the Bible Society, in which he will be missed. The Managers extend to Mrs. Sardeson and to their sons their deep Christian sympathy in their loss.

Reports were made on the United Bible Societies' meetings in Brazil.

It was reported that the new Bible van had been received in Hongkong.

Letters of appreciation and thanks from the following newly elected Honorary Life

Members were presented: Miss Marianna C. Slocum, Miss Faye Edgerton, Mr. Turner Blount, Rev. Antonio de Campos Gonçalves, Mr. G. P. Khouw and Rev. Im Young Bin.



Correspondence

Runaway Boys Receive Bibles

Dear Sirs: Will you please send us two Bibles for two little runaway boys, both from broken homes. They have been returned to their homes in another town. We want to let them know we are thinking of them with love and we know of no better way. They are about eleven or twelve. I enclose two dollars. *From Pearsall, Texas*



Thank you, Myrtle Hayes

"Having sent a wee gift (last fall) to the American Bible Society, I have been repaid many times—if I had been expecting payment—by the inspiration and the information I have received from the *Bible Society Record*, published every month except May and July at 450 Park Avenue, New York 22, New York." From "Bennettstown Notes" by Myrtle Hayes, published in the "New Era" paper of Hopkinsville, Kentucky.



An Appreciated Gift

From Chaplain Rowland A. Davenport of the Veterans Administration Hospital in Portland, Oregon:

"I gave one of your New Testaments to a newly admitted patient who came in for major surgery. This was about a month ago. This last week I happened to be in his ward when he was reading it. I made some comment, to which he replied: 'You know, chaplain, I have read this Book more within the last ten days than I have within the last ten years.'"



Scriptures to the Pacific

From Chaplain David A. Sharp, Jr. upon completion of his assignment as staff chaplain for the Military Sea Transportation Service in the Pacific area:

"I want to thank you for all the courtesies extended to me and to all the chaplains who were on duty while I was with Military Sea Transportation Service, Pacific Area. I have always felt that the best tract any chaplain can distribute is either a Portion or all of the Holy Bible. I appreciate the American Bible Society making available to the Military Sea Transportation Service, Pacific Area, chaplains' Scriptures and Portions of Scripture for distribution to our passengers and to our personnel."

To EDITORS: *The Bible Society Record* invites reprinting of its articles in whole or in part. Its articles are not copyrighted.

DAILY BIBLE READINGS

1957			NOVEMBER			1958		
Day	Book	Chapter	Day	Book	Chapter	Day	Book	Chapter
1	Revelation	7:9-17	16	2 Corinthians				
2	Zechariah	7:4-14						12:1-2
3	2 Samuel	1:17-27	17	John				19:1-2
4	Ezekiel	36:22-33	18	John	19:23-4			20:1-3
5	Malachi	4:1-6	19	John	20:1-3			21:1-2
6	1 Peter	1:1-25	20	John	21:1-2			
7	1 Peter	2:1-25	21	Psalms	119:1-11			
8	1 Peter	3:1-22	22	Psalms	119:97-11			
9	1 Peter	4:1-19	23	Psalms				
10	1 Peter	5:1-14			119:113-12			
11	Isaiah	2:1-5	24	Philippians	1:1-3			
12	2 Corinthians		25	Philippians	2:1-4			
		1:1-24	26	Philippians	3:1-2			
13	2 Corinthians		27	Philippians	4:1-2			
		4:1-18	28	Micah	6:6-7			
14	2 Corinthians		29	Psalms	90:1-1			
		5:1-21	30	Psalms	103:1-2			
15	2 Corinthians							
		9:1-15						

1957			DECEMBER			1958		
Day	Book	Chapter	Day	Book	Chapter	Day	Book	Chapter
1	Romans	13:7-14	9	Matthew	22:15-4			
2	James	1:1-27	10	Romans	8:14-3			
3	Genesis	1:1-31	11	1 Corinthians				
4	Psalms	8:1-9			13:1-1			
5	Psalms	139:1-24	12	1 John	4:1-2			
6	Matthew	20:17-29	13	Matthew	5:1-2			
7	Ephesians	4:1-32	14	Matthew	5:27-4			
8	Universal Bible		15	Matthew	6:1-1			
	Sunday		16	Matthew	6:19-4			
	Exodus	20:1-17						

A list of Daily Readings for the entire year may be obtained by writing to the Publicity Department, 450 Park Avenue, New York 22.

Advisory Council

The Advisory Council of the American Bible Society will meet this year on Tuesday and Wednesday, November 19th and 20th, at the Bible House, New York City.

The Advisory Council consists of official representatives of some 50 denominations which support the Society. The Society serves the missionaries of all home and foreign mission boards, whether denominational, interdenominational or independent. The Society's single mission is "to encourage the wider circulation of the Holy Scriptures without note or comment."

DEPOSITORIES

of the American Bible Society to which orders for Scriptures should be sent:

450 Park Avenue,
New York 22, New York

85 Walton Street,
Atlanta 3, Georgia

310 North Michigan Avenue,
Chicago 1, Illinois

2233 Bryan Street,
Dallas 4, Texas

224 McAllister Street,
San Francisco 2, California

unto you a Saviour



*Actual color for cover of this Gospel of Matthew
is deep blue and white*

"Unto You a Saviour"

THE heading of this page carries in four words the heart of God's Christmas message to the world.

For the seventh successive year the Bible Society has supplied the Gospel of Luke in a special Christmas cover which is becoming increasingly popular. And no wonder, for it is the best Christmas greeting the world has ever heard; all others are echoes of it.

It is the ideal gift for pastors, Sunday-school groups, business and professional people to send to their friends. On the back cover are the words "With warm Christmas Greetings," the entire passage from which the title is taken (Luke 2:10,11) and ample space for the sender to write his personal greeting. The little books are most suitable to furnish as appropriately wrapped gifts on hospital Christmas-morning breakfast trays.

This Christmas Gospel is available at all the Society's offices at \$2.50 per hundred, postpaid. For less than one hundred please add ten cents for postage. To ensure prompt delivery orders should be sent, with remittance, to any of the Society's five Depositories listed on page 142 and should be postmarked not later than Saturday, November 30. An order blank is to be found on page 144.

Dr. Bayless Dies Suddenly

JUST AS the September issue of the *Bible Society Record* had come from the press on August 21, 1957, reporting the ceremonies attending his retirement, Dr. Ralph W. Bayless passed away at his home in San Francisco after only a few hours of illness. Bounding in energy, resourcefulness and a glowing faith, he had served the wide-stretching area of the Society's Pacific District since November 1, 1934. During all this period he was also Secretary of the California Bible Society. His responsibilities covered not only the states of California, Nevada, Oregon and Washington, but also Alaska and Hawaii, to which outlying places he had made extended trips throughout the years.

During his first full year Dr. Bayless shipped from the depository in San Francisco 249,545 volumes of scripture. Twenty years later the annual figure had passed the million mark, and at the time of his re-

tirement a total of more than 13,000,000 volumes had gone out from the San Francisco depository under Dr. Bayless' direction, most of them to people who had not possessed a Bible before.



Dr. Ralph W. Bayless

Ralph Bayless' enthusiasm for the spread of the Gospel and his innate friendliness and good cheer had made a host of friends for the Society as he kept pace with the industrial expansion and population growth of the West Coast. He was a minister of the Presbyterian Church, U.S.A., a graduate of Washington College and of Lane Theological Seminary, and had served as the pastor of Presbyterian churches in Tennessee and Nevada, as a YMCA secretary during World War I, as a missionary pastor in Hawaii and in interdenominational

and missionary capacities in California before joining the Society twenty-three years ago. He is survived by his widow and two sons, Kenneth of San Francisco and Eugene of Bloomington, Indiana.



A New Gift to Please Everyone at Christmas

The Illustrated New Testament

Pictures on every page . . . 566 photographs of scenes and objects taken mostly in the Holy Land.

Also contains 9 maps . . . 6 diagrams . . . presented in the light of recent archaeological and historical studies. Has complete index of illustrations.

The text is easy to read, unbroken by verse and chapter numbers. The durable, hard cover shows Holy Land scenes in full color.

The new edition is fascinating to every reader, young and old, and gives new insights into the life and times of Jesus and the Apostles. It will introduce Christianity in vivid form to all who do not know its redeeming message.

If you desire gift copies sent to friends for Christmas, birthdays, etc., be sure to send \$2.00 for each book. Print their names and addresses on a separate sheet and enclose with the order form. Don't forget to let your friends know "The Good News" will arrive soon.

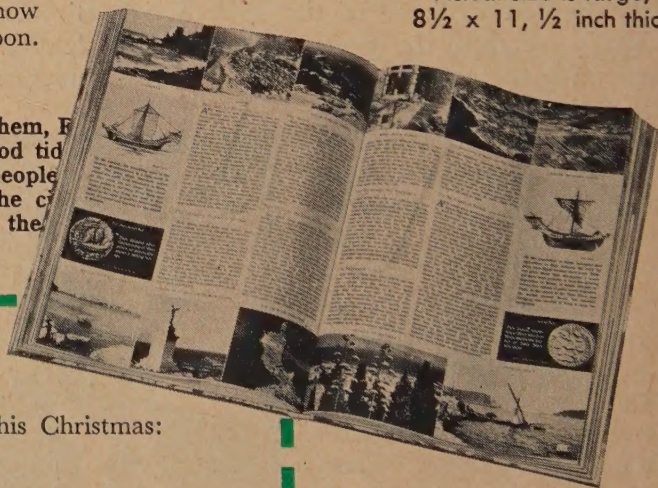
\$2.00

POSTPAID

Actual size is large,
8½ x 11, ½ inch thick

SPECIMEN *
OF
TYPE FACE

And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Saviour, which is Christ the Son of David.



AMERICAN BIBLE SOCIETY

450 Park Avenue, New York 22, N. Y.

Please send postpaid the following books to give this Christmas:

..... Illustrated New Testaments at \$2.00

..... Bibles #..... at

I am enclosing \$..... for the above books.

Also enclosed is \$..... together with printed names and addresses of friends to whom you should send The Illustrated New Testament.

Name

Address

City Zone State

*Complete Bibles in this same clear type are available as follows:

5½ x 8½ x 1¼ inches
King James Version

In black cloth, P53, \$1.25

In black leatheroid, P55, \$1.75

In black leather (thin), P57XL, \$5.60

In black Morocco (thin) P59XLL, \$8.00